

culture, he or she would understand it differently from what it purports to. This is called cross-cultural misunderstanding. Getting acquainted with others' culture helps understand the message beyond the text which enables the receivers interpret that message.

Consequently, any new information has to be related to what is given. It is relatively easy to accommodate new information into one's schemata. In other words, people can accept new information.

→ Frames of References

A frame of reference is a set of ideas or assumptions that determine how something will be approached or understood; For example, "Omar was an excellent leader". The receiver might ask who Omar is. As a result of that, the sentence is ambiguous. However, if the speaker adds "may Allah be pleased with him", the sentence is no longer ambiguous for the receiver will realize that the intended reference is Omar Ibnul kattab. On the account of that, the ambiguity of the text is sustained by the use of words. Therefore, a sentence might have more than one possible schema. The speaker encodes a message, and the receiver decodes it.

Connection between words in a context directs the reader's attention to just one schema. The judgment on a sentence relies on familiarity of the text because what is familiar to one group may be unknown to others, such as customs and traditions (culture).

→ Frames and cultural assumptions

Let us discuss the following:

A man was walking with his son in a road. A car hit the boy, and the ambulance was called for. At the hospital, a surgeon let out a scream of horror. "Oh God, this is my son."

The previous text is ambiguous for the receiver (reader) doesn't know who the father of the boy is, and the following assumptions are valid:

- The surgeon lost his boy, and the man who was walking brought up the child. The surgeon is the biological father.
- The man and the surgeon are one character. A man who was taking a walk works in the hospital where his son is sent to and now he is doctoring his son.

Schemata have many pitfalls. One, it impedes the receiver from recognizing reality. Two, it lacks of convergence which leads to falls interpretation.

→ Interpersonal routines

They are relations people establish when meeting others. When a person meets a friend, he or she says "Hello" or "how are you?" or the like.

→ Some types of adjacency pairs:

- 1- Greeting